

**Minutes of the  
Economic Development Element Subcommittee**  
Tuesday, April 11, 2006

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Dan Ertl, Chairperson, called the meeting to order at 3:00 p.m.

**Subcommittee Members Present**

- Dan Ertl, City of Brookfield
- Steve Crandell, City of Waukesha
- Patti Wallner, Waukesha County Chamber of Commerce
- Colin Butler, Comprehensive Development Plan Advisory Committee Representative, Town of Ottawa
- Greg Kessler, Community Development Director, City of New Berlin
- Norm Cummings, Department of Administration, Waukesha County
- Marilyn Haroldson, Comprehensive Development Plan Advisory Committee Representative, Town of Merton
- Bob Duffy, Oconomowoc Economic Development
- Bill Mitchell, Waukesha County Economic Development Corporation
- Brian Schechterle, Culver's Restaurant
- Suzanne Kelley, General Electric Company

**Subcommittee Members Absent:**

- Darryl Judson, Judson and Associates

**Staff Contacts:**

- Dale Shaver, Director - Waukesha County Department of Parks and Land Use
- Jerry Braatz, UW Extension Associate Professor of Community Development

**Other Interested Parties**

- Glen Lewinski
- Josh Fudge
- Patricia Galle
- Bill Stauber

**Public Comment**

None.

**Roundtable Discussion of Economic Issues Facing Waukesha County – Jerry Braatz, Facilitating**

Mr. Shaver said the various subcommittees are being asked their opinions and thoughts regarding emerging issues affecting Waukesha County. This particular subcommittee will focus on economic issues ranging from proper utility extensions for development, employment, safety issues, telecommunication issues, etc.

The subcommittee mentioned the following issues which may affect the economy of Waukesha County:

- Housing to support jobs
- Healthcare costs
- Rising transportation costs-availability
- Babyboomers coming into retirement age
- Lack of adequate pool of local degreed individuals – particularly engineers
- Water supply issues
- Combined impact of taxes, their continued escalation and how it impacts compensation packages

- Waukesha County is closing the gap in tax base with Milwaukee County
- Population growth and the impact on education-school overcrowding
- Preference for ownership vs. leasing of industrial lands
- Overdevelopment of office space (due to previous low interest rates)
- Concern for revenue to continue the level of municipal service
- Focus on regional and countywide cooperation
- Sound transportation infrastructure
- Residential construction to meet employment projections (affordability)
- Preserving recreational activities and open space to attract employees
- Quality schools and educational opportunities
- Sense of public safety
- Need for technology infrastructure
- Industrial land demand with better location and infrastructure in place
- Need for complimentary development plans

Mr. Shaver indicated the key/emerging issues would be summarized in the introductory chapter of the plan.

**Summary of Regional Economic Report – Bill Stauber, SEWRPC**

Mr. Stauber said that SEWRPC prepares its projections for population, households and jobs on a 10-year cycle. The projections are a base for land use, transportation, water quality and water supply system plans. The most current set of projections was prepared in 2004. He presented a handout to the Subcommittee entitled “Economic Trends and Projections for Waukesha County and Southeastern Wisconsin” which contained figures on the employment in the regions from 1970 to 2004, the percent of distribution of employment by general industry group in the region from 1970 to 2000, employment in the region by County 1950 to 2000, share of regional employment by County from 1950 and 2000, actual and projected civilian labor force in the region from 1950 to 2035, actual and projected total jobs in the region from 1970 to 2035 and projected jobs by industry in the region from 2000 to 2035.

**Economic Development Trends and Issues, Bill Mitchell, WCEDC and Jerry Braatz**

Mr. Mitchell explained the issues impacting business success are:

- Labor force – including quantity, quality and trends
- Productivity – access to technology/process, improved resources are essential for Waukesha County businesses to remain competitive in a global economy
- Infrastructure
- Entrepreneurial climate – area does not foster a supportive environment for entrepreneurs and new economy businesses
- Regulatory climate – multiple layers of government create duplicative, overlapping, conflicting, restrictive regulations which increase the cost of doing business
- Business-community relationships – lack of alignment between citizen’s desires and business needs in the County

Mr. Schecterle added that service type jobs, which are being created, would not be filled if people can’t get to their jobs due to transportation or housing issues.

Mr. Braatz said the industry projections for Milwaukee, Waukesha, Ozaukee and Washington Counties 2002 to 2012 include:

- The largest growth in the number of jobs will be in education and health services (43,370)
- The second largest growth in jobs will be in information and professional services (38,230)
- Trade is third (15,460)

Also discussed were the annual occupation projections, the area population diversity, Waukesha County worker inflow and outflow and 2020 trends.

**Discussion of Chapter 6 Outline**

Mr. Shaver presented the outline for the sections of Chapter 6.

- Introduction
- Workforce Data
- Employment in Industries and Occupations
- Employment Projections
- Economic Development Initiatives and Programs
- Planning Objectives and Standards
- Implementation

A member of the Subcommittee asked which section “trends” would be located in? Mr. Shaver replied that the trends could be placed into each sub-section or a separate section could be dedicated to trend analysis. Mr. Braatz suggested the trends/issues be added to each sub-section.

***Mr. Crandell moved, seconded by Mrs. Haroldson and carried unanimously, for approval of the Draft Outline for Chapter 6.***

**Meeting Times and Dates**

It was decided the next meeting would be held Tuesday, June 13, 2006, at 3:00 p.m. in Room 255/259 of the Waukesha County Administration Center.

***There being no further business to come before the Committee, Mr. Duffy moved, seconded by Mr. Schechterle to adjourn at 5:10pm.***